

A. G. Contract No. KR94 0873TRN
ECS File: JPA 94-79
Project: CM-900-0(80)/H3656 01X
Section: FY94 MAG Regional Ride-
share Program

INTERGOVERNMENTAL AGREEMENT

BETWEEN

THE STATE OF ARIZONA

AND

MARICOPA COUNTY, ARIZONA

REGIONAL PUBLIC TRANSPORTATION AUTHORITY

THIS AGREEMENT is entered into 18 July, 1994,
pursuant to Arizona Revised Statutes Section 11-952 through
11-954 as amended, between the ARIZONA DEPARTMENT OF
TRANSPORTATION, acting by and through it's Transportation
Planning Division (the "State") and the MARICOPA COUNTY
REGIONAL PUBLIC TRANSPORTATION AUTHORITY, acting by and through
its Executive Director (the "RPTA").

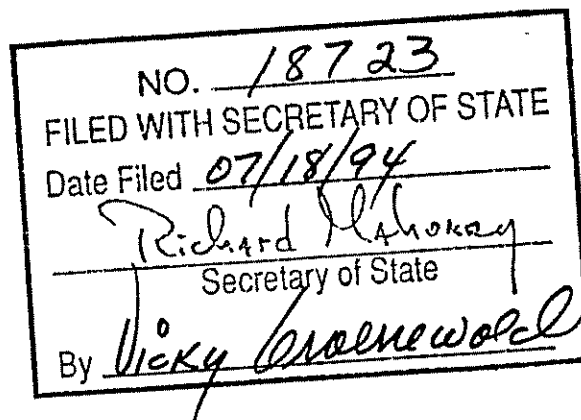
I. RECITALS

1. The ADOT is empowered by Arizona Revised Statutes
Section 28-108 and 28-112 to enter into this agreement and has
by resolution, a copy of which is attached hereto and made a
part hereof, resolved to enter into this agreement and has
delegated to the undersigned the authority to execute this
agreement on behalf of the ADOT.

2. The RPTA is empowered by Arizona Revised Statutes
Section 28-2512, 28-2513 and 28-2611 to enter into this
agreement and has authorized the undersigned to execute this
agreement on behalf of the RPTA.

3. The Federal Intermodal Surface Transportation
Efficiency Act of 1991 has made funds available to ADOT for the
use of RPTA for urban travel reduction efforts. The ADOT and
the RPTA desire to define their respective responsibilities
relating to the transfer of up to \$394,000.00 for FY94 thru
ADOT to the RPTA and the expenditure thereof for the MAG
Regional Rideshare Program.

THEREFORE, in consideration of the mutual agreements expressed
herein, it is agreed as follows:



II. SCOPE

1. The ADOT will:

Provide the RTPA Federal Congestion Mitigation and Air Quality (CMAQ) funds in the amount of up to \$394,000.00, on a monthly cost reimbursement basis for activities performed relating to MAG Regional Rideshare Program Services, in accordance with Attachment A, which is incorporated herein and made a part hereof.

2. The RTPA will:

a. Apply funding to project work activities in strict accordance with applicable Federal and State laws, rules and regulations.

b. Issue requests for proposals, and hire consultants as required to perform related work activities. Comply with all applicable Federal and State procurement, accounting and record keeping laws. Be responsible for consultant claims for extra compensation.

c. Invoice ADOT for reimbursement no more often than monthly, supported by narrative reports, in a total amount not to exceed \$394,000.00.

III. MISCELLANEOUS PROVISIONS

1. This agreement shall remain in force and effect until completion of said activities and reimbursements; provided, however, that this agreement may be cancelled at any time prior to the commencement of performance, upon thirty (30) days written notice to the other party.

2. Should the work contemplated under this agreement be completed at a lower cost than the reimbursed amount, or for any other reason should any of these funds not be expended, a proportionate amount of the funds provided shall be reimbursed to the ADOT.

3. This agreement shall become effective upon the obligation of federal funds and filing with the Secretary of State.

4. This agreement may be cancelled in accordance with Arizona Revised Statutes Section 38-511.

5. The provisions of Arizona Revised Statutes Section 35-214 are applicable to this contract.

6. In the event of any controversy which may arise out of this agreement, the parties hereto agree to abide by required arbitration as is set forth for public works contracts in Arizona Revised Statutes Section 12-1518.

7. All notices or demands upon any party relating to this agreement shall be in writing and shall be delivered in person or sent by mail addressed as follows:

Arizona Department of Transportation
Joint Project Administration
205 South 17 Avenue, Room 222E Mail Drop 616E
Phoenix, AZ 85007

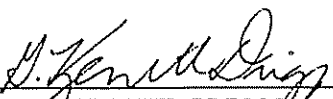
Regional Public Transportation Authority
Executive Director
302 N. 1st Avenue Suite 700
Phoenix, AZ 85003

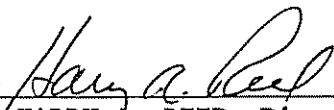
8. Attached hereto and incorporated herein is the written determination of legal counsel that the parties are authorized under the laws of this State to enter into this agreement and that the agreement is in proper form.

IN WITNESS WHEREOF, the parties have executed this agreement the day and year first above written.

**REGIONAL PUBLIC
TRANSPORTATION AUTHORITY**

STATE OF ARIZONA
Department of Transportation


By 
G. KENNETH DRIGGS
Executive Director

By 
HARRY A. REED, Director
Transportation Planning

RESOLUTION

BE IT RESOLVED on this 18th day of March 1994, that I, the undersigned LARRY S. BONINE, as Director of the Arizona Department of Transportation, have determined that it is in the best interests of the State of Arizona that the Department of Transportation, acting by and through the Transportation Planning Division, to enter into an agreement with the Maricopa County Regional Public Transportation Authority for the purpose of defining responsibilities for the pass through of federal funds for the RPTA to conduct the FY94 MAG Regional Rideshare Program.

Therefore, authorization is hereby granted to draft said agreement which, upon completion, shall be submitted for approval and execution by the Director, Transportation Planning Division.


for LARRY S. BONINE
Director

JPA 94-79

APPROVAL OF THE MARICOPA COUNTY
REGIONAL PUBLIC TRANSPORTATION AUTHORITY ATTORNEY

I have reviewed the attached proposed intergovernmental agreement, between the DEPARTMENT OF TRANSPORTATION, HIGHWAYS DIVISION, and the REGIONAL PUBLIC TRANSPORTATION AUTHORITY and declare this agreement to be in proper form and within the powers and authority granted to the Authority under the laws of the State of Arizona.

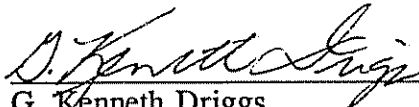
DATED this 3rd day of June, 1994.

John A. LaSalle

RESOLUTION

BE IT RESOLVED on this date, 6/15/94, I, G. KENNETH DRIGGS, the below undersigned Executive Director, Regional Public Transportation Authority, hereby determine that it is to the advantage of the Regional Public Transportation Authority acting by and through its Board of Directors, and the State of Arizona acting by and through the Department of Transportation, to enter into an Intergovernmental Agreement for the purpose of funding FY 94 Regional Ridesharing Program projects in accordance with Chapter 365, Laws of 1987.

Dated this 15th day of JUNE, 1994



G. Kenneth Driggs
Executive Director
Regional Public Transportation Authority



STATE OF ARIZONA

OFFICE OF THE ATTORNEY GENERAL

GRANT WOODS
ATTORNEY GENERAL

1275 WEST WASHINGTON, PHOENIX 85007-2926

MAIN PHONE : 542-5025
TELECOPIER : 542-4085


INTERGOVERNMENTAL AGREEMENT
DETERMINATION

A. G. Contract No. KR94-0873-TRN, an agreement between public agencies, has been reviewed pursuant to A.R.S. §11-952, as amended, by the undersigned Assistant Attorney General who has determined that it is in the proper form and is within the powers and authority granted to the State of Arizona.

No opinion is expressed as to the authority of the remaining parties, other than the State or its agencies, to enter into said agreement.

DATED this 12th day of July, 1994.

GRANT WOODS
Attorney General


JAMES R. REDPATH
Assistant Attorney General
Transportation Section

JRR:lsr
8478G

RIDESHARING/TRAVEL DEMAND MANAGEMENT

OBJECTIVE

As part of a regional balanced transportation system that responds to diverse, changing travel demands and land use patterns in a rapidly growing area, the Regional Ridesharing Program coordinates with business, local jurisdictions and the general public, and Capitol Rideshare coordinates with state employees, to encourage commuters to use a variety of options to the single occupant vehicle.

PRODUCTS

1. Commute Matching and Computer Programming Needs

Rideshare provides commuters interested in car or vanpooling with matchlists that include a list of names of others with similar home and work locations and similar work hours. Rideshare, developed by CTS, a Los Angeles-based rideshare agency, is currently being used on Digital Equipment Corp (DEC) VAX hardware.

Another computer software program developed over the past year in coordination with MAG uses a geo-based software system (MapInfo), and utilizes employee survey data from the trip reduction program for mode planning and employer TRP planning. Several other databases have been developed or are under development that will help track and analyze the effectiveness of TRP program and strategies.

2. Vanpooling

RPTA provides a turnkey vanpool program to interested commuters which is provided by a third party contractor. Through this program individual vanpool groups receive the van, insurance, maintenance and ridership recruitment assistance. Riders pay a monthly fare to offset some of the costs and drivers ride free.

3. Trip Reduction Program and Employer Transportation Programs

Maricopa County administers the Trip Reduction Program (TRP), and RPTA is on contract with the County to assist employers develop transportation programs for their employees designed to meet the requirements of the TRP.

In October 1992, the County Board passed a TRP ordinance requiring employers with 75 or more employees to participate in the program. The original TRP legislation included employers with 100 employees at a single site. The goal for employers continues to be a five percent annual reduction in single occupant vehicle trips or SOV miles, however, a new provision now allows employers to maintain a floor of 60 percent SOV trips or miles when they reach that level. This expansion will increase the number of employers involved in the program from about 500 to an estimated 1,200.

CATEGORY 600 - TRANSPORTATION

Subcategory 604 - Implementation

Work Element 604.40

The County notifies the employers of their responsibilities, schedule to comply with the various tasks under the ordinance, and monitors and enforces the program requirements. RPTA provides assistance through formal training workshops and individualized consultation services for employers involved in TRP. RPTA also assists other employers not in the TRP program with commute alternative services.

4. Increased Awareness on Commute Alternatives

RPTA develops various educational and promotional materials for employers and their employees on commute alternatives including carpooling, vanpooling, bus riding, bicycling and walking. Promotional events designed to help encourage trial use of alternatives are sponsored through the Clean Air Force Campaign and on-going media relations will emphasize employer programs and individual participation in alternative transportation modes or alternative work schedules such as compressed work weeks or telecommuting. Advertising messages encourage increases use of alternative modes of transportation.

5. Assistance to Transportation Management Associations (TMA)

RPTA provides assistance to the eleven (11) existing TMA's and to other employers interested in forming TMA's. Two of the TMA's are fee-based and formally incorporated, with the remainder being informal networking groups who meet on a regular basis to work on joint projects, but do not pay dues or have paid staff. Other potential areas for TMA formation will be considered this year.

6. Capitol Rideshare Program

The Capitol Rideshare Program encourages state employees in Maricopa County to use alternate modes of transportation through education and incentives. Capitol Rideshare conducts the annual trip reduction survey for state employees, oversees the state's participation in the Clean Air Force Campaign, administers a benefits package for state employees who use alternate modes twice a week, produces a bi-monthly publication and semi-annual payroll stuffers encouraging alternate mode usage and provides state employees with matching services using a computer terminal networked with the RPTA's Ridesstar system.

PREVIOUS AND ON-GOING WORK

The Regional Ridesharing Program is sponsored by the Maricopa Association of Governments and has been operated by the Regional Public Transportation Authority since 1986. The program has been functioning for over a decade, having been administered by the City of Phoenix Public Transit Department between 1981 and 1986 and by Valley Forward, a private organization of Phoenix area businesses prior to that time.

When RPTA contracted with MAG to operate the program, it expanded the scope of the program and increased the staff. Initially, a two year \$500,000 Exxon Restitution grant was obtained from the Arizona Energy Office, along with an allocation of \$120,000 from the Federal Aid Urban Systems (FAUS) fund.

The Regional Ridesharing Program now operates with more funding and a staff of ten. Other funding sources that have augmented the program's outreach include: a grant from Maricopa County (with Arizona Department of Environmental Quality funds) for \$409,000 to conduct the Clean Air Force Campaign and TRP activities and smaller grants from the Arizona Department of Commerce Energy Office and the Arizona Department of Transportation to supplement funds for the Clean Air Force Campaign.

CATEGORY 600 - TRANSPORTATION

Subcategory 604 - Implementation

Work Element 604.40

There have also been hundreds of thousands of dollars spent or donated by the private sector to promote various rideshare activities, both through internal rideshare promotions and public awareness activities such as the "Don't Drive One In Five" Campaign.

The Capitol Rideshare Program has been serving state employees since 1983. Originally funded by the Arizona Department of Transportation, it is now funded jointly by MAG using CMAQ funds, by ADOT and by the Department of Commerce Energy Office. Capitol Rideshare originated as a program to educate state employees on the benefits of alternate mode usage and oversee the state's rideshare parking program, and has since expanded into other areas. For FY 1994, Capitol Rideshare is being transferred to the Arizona Department of Administration. The anticipated budget is \$240,000.

ANTICIPATED IMPACT

Reductions in the use of single-occupant vehicles resulting in fuel conservation and reductions in air pollution and traffic congestion are anticipated. In the last four years, market research conducted for the Clean Air Campaign has shown increases in the number of people using alternate modes of transportation for the work trip (bus, carpool, bike and walk) from about 20 percent four years ago, to 36 percent two years ago, to 41 percent last year.

The number of work trips being made by alternate modes of transportation also showed increases, from about 18 percent four years ago, to 22 percent two years ago, to 25 percent last year. The research also indicated that 27 percent of commuters who work for employers with over 100 employees show use alternate modes and about 24 percent of those who work for firms with less than 100 employees use alternate modes.

Early statistics from the TRP program also indicate a similar trend of increased use of alternate modes. The data from employee surveys of about 500 Valley employers and schools of the first complete program year of the TRP program indicates that the percent of trips made by alternate mode went from 24.7 percent to 28.32 percent. The percent of SOV trips decreased by 4.8 percent from 75.31 percent to 71.68 percent of total work trips. Statistics from the RPTA market research and the County's TRP survey data are very similar.

The Capitol Rideshare data has also shown dramatic increases in participation including 25 percent participation increases in the first two challenges of the 1992-93 Clean Air Force Campaign over 1991-92, and achievement of trip reduction targets for third year sites in the 1992 trip reduction survey.

TASKS

1. Continue to develop and expand employer-sponsored rideshare programs for employers with 75 or more employees in Maricopa County who are involved in the mandatory Trip Reduction Program. The goal of the employers in the TRP program is to reduce single occupant trips or miles to the workplace by 5%. This represents up to 1,200 clients. This includes:
 - administration of the program,
 - enforcement and monitoring,

CATEGORY 600 - TRANSPORTATION

Subcategory 604 - Implementation

Work Element 604.40

- data collection and management,
 - TRP survey processing and analysis,
 - TRP plan review and approval,
 - formal training workshops,
 - technical assistance to individual employers with development of their TRP plans,
 - on-site assistance to individual employers with implementing strategies or incentive programs for their TRP plans.
 - visits to key chief executive officers to encourage their continued support of the program. (43%)
2. Conduct a year-round community awareness program. Several events will occur in the winter months designed to encourage "trial" use of alternative modes of transportation. Provide on-going public relations to garner media attention of TRP and rideshare program activities and advertising. (16%)
 3. Expand the third party vanpool program. The emphasis will be to encourage formation of vanpools through employer promotions, subsidies by employers and group meetings at the worksite. The goal for 1993-94 will be to have 35-40 vanpools operating at the end of the year. (4%)
 4. Provide a matching service to commuters and off-site computer users, which includes about five off-site users including the Capitol Rideshare Program. Maintain an update process to ensure the quality control of the lists. (2%)
 5. Continue to enhance the geo-based mapping system. This system will be used to assist some employer-clients in analyzing their transportation options for their employees, as well as provide data for transit, bus, and alternate mode planning. (2%)
 6. Coordinate with other agencies or organizations on measures that may impact the potential for ridesharing including HOV priority treatment, transit, parking or zoning issues, and new development. (1%)
 7. Work with interested employers in the development of new Transportation Management Associations (TMA) and support the existing eleven TMAs. (20%)
 8. Continue to expand the outreach of the rideshare program to the development community, building management associations, large multi-tenant buildings and clusters of small businesses. (1%)
 9. Provide additional promotional and informational materials for employers and the general public regarding different commute alternatives. (3%)
 10. Provide input for the integration of MAG plans. This integration will include such issues as air quality, high occupancy vehicle lanes and facilities, traffic management and travel demand management strategies. (1%)
 11. Continue to maintain and develop the state's Capitol Rideshare Program including:
 - commuter club benefits package
 - publications and payroll enclosures
 - network of coordinators
 - trip reduction and clean air program activities
 - telecommuting program. (5%)
 - multimodal planning activities (Pedestrian, Bicycle Planning, etc.) for the state employees and the capitol complex.

CATEGORY 600 - TRANSPORTATION

Subcategory 604 - Implementation

Work Element 604.40

12. Conduct an evaluation of the Regional Rideshare, Capitol Rideshare and Maricopa County Travel Reduction programs. The evaluation will focus on the effectiveness of the programs in implementing the Maricopa County travel reduction goals. (2%)

MAG FY 1994 WORK PROGRAM**

Source	Amount	Agency	Cost
FHWA CMAQ Funds	\$1,534,703	MAG Rideshare	\$ 66,092
ADOT Funds***	45,000	RPTA Rideshare	394,000
Arizona Energy Office Funds***	60,000	Consultant	30,000
		RPTA TMA	400,000
		County TRP	509,611
		County TRP	299,111
		RPTA TRP	210,500
		Arizona Department of Administration ..	240,000
ADEQ Air Quality Grant Funds ...	948,575	County TRP	948,575
		County TRP	539,575
		RPTA TRP	409,000
ADOT Funds	30,000	RPTA	50,000
Arizona Energy Office Funds	20,000		
	\$2,638,278		\$2,638,278

**This is the total funding in the MAG FY 1994 Work Program. A portion of this funding may consist of funds from previous years.

***This funding is not reflected in any charts or tables in the rest of the work program because the funding has not yet been approved.

SCOPE OF WORK RIDESHARING/TRAVEL DEMAND MANAGEMENT

OBJECTIVE

As part of a regional balanced transportation system that responds to diverse, changing travel demands and land use patterns in a rapidly growing area, the Regional Ridesharing Program coordinates with employers, local jurisdictions and the general public.

PRODUCTS

1. Regional Ridesharing

A. Commute Matching and Computer Programming Needs

Rideshare provides commuters interested in car or vanpooling with matchlists that include a list of names of others with similar home and work locations and similar work hours. Ridestar, developed by CTS, a Los Angeles-based rideshare agency, is currently being used on Digital Equipment Corp (DEC) VAX hardware. Each year, from 5,000 - 7,000 new applicants are matched for rideshare opportunities; bicycle buddy matching or transit information.

Another computer software program developed over the past several years in coordination with MAG uses a geo-based software system (MapInfo), and utilizes employee survey data from the Trip Reduction Program for mode planning and employer TRP planning. Several other databases have been developed or are under development that will help track and analyze the effectiveness of TRP programs and strategies.

B. Vanpooling

RPTA provides a turnkey vanpool program to interested commuters which is provided by a third party contractor. Through this program, individual vanpool groups receive the van, insurance, maintenance and ridership recruitment assistance. Riders pay a monthly fare to offset some of the costs and drivers ride free. RPTA works with individuals and employers to promote the benefits of vanpooling and form new vanpool groups.

C. Increased Awareness on Commute Alternatives

RPTA develops various educational and new promotional materials for employers on a quarterly basis and their employees on commute alternatives including carpooling, vanpooling, bus riding, bicycling and walking. New promotional events designed to help encourage trial use of alternatives are sponsored through the Clean Air Force Campaign each year and on-going media relations emphasize employer programs and individual participation in alternative transportation modes or alternative work schedules such as compressed work weeks or telecommuting. A new advertising campaign will be developed this year with a new emphasis on paid advertising during drive time instead of a public service campaign.

2. Trip Reduction Program

Maricopa County administers the Trip Reduction Program (TRP), and RPTA is on contract with the County to assist employers in developing transportation programs for their employees designed to meet the requirements of the TRP.

In October 1992, the County Board passed a TRP ordinance requiring employers with 75 or more employees to participate in the program. The original TRP legislation included employers with 100 employees at a single site with a goal of five percent annual reduction in single occupant vehicle trips or SOV miles. This expansion increased the number of employers involved in the program from about 500 to nearly 800.

In response to new state air quality legislation, the County will adopt a new TRP ordinance during 1994 which affects employers with 50 or more employees per site and increases the goals to a 10 percent reduction in SOV trips or miles per year. It is estimated that the total number of employers affected by the program will double from about 800 currently to 1,600 by 1995.

The County notifies the employers of their responsibilities, schedule to comply with the various tasks under the ordinance, and monitors and enforces the program requirements. RPTA provides assistance through formal training workshops and individualized consultation services for employers involved in TRP. RPTA also assists other employers not in the TRP program with commute alternative services.

PREVIOUS AND ON-GOING WORK

The Regional Ridesharing Program is sponsored by the Maricopa Association of Governments and has been operated by the Regional Public Transportation Authority since 1986. The program has been functioning for over a decade, having been administered by the City of Phoenix Public Transit Department between 1981 and 1986 and by Valley Forward, a private organization of Phoenix area businesses prior to that time.

When RPTA contracted with MAG to operate the program, it expanded the scope of the program and increased the staff. Initially, a two year \$500,000 Exxon Restitution grant was obtained from the Arizona Energy Office, along with an allocation of \$120,000 from the Federal Aid Urban Systems (FAUS) fund.

The Regional Ridesharing Program and RPTA's TRP services provided to the County now operate with more funding and a staff of 15.75, which includes two secretaries, 13.75 professional staff (three of whom are based in chambers of commerce and one in the Greater Scottsdale TMA), as well as administrative support from other RPTA staff. Other funding sources that have augmented the program's outreach include: a grant from Maricopa County (with Arizona Department of Environmental Quality funds) for \$409,000 to conduct the Clean Air Force Campaign and TRP activities and smaller grants from the Arizona Department of Commerce Energy Office and the Arizona Department of Transportation to supplement funds for the Clean Air Force Campaign.

There have also been hundreds of thousands of dollars spent or donated by the private sector to promote various rideshare activities, both through internal rideshare promotions and public awareness activities such as the "Let's Clear the Air" Campaign (previously the "Don't Drive One In Five" Campaign).

TASKS

1. Continue to develop and expand employer-sponsored rideshare programs for employers with 75 or more employees (50 or more after June 1, 1994) in Maricopa County who are involved in the mandatory Trip Reduction Program. The goal of the employers in the TRP program is to reduce single occupant trips or miles to the workplace by 5 percent (10 percent after June 1, 1994). This represents up to 1,600 clients. Tasks include:
 - formal training workshops ,
 - technical assistance to individual employers with development of their TRP plans,
 - on-site assistance to individual employers with implementing strategies or incentive programs for their TRP plans.
2. Conduct a year-round community awareness program. Several events will occur throughout the year designed to encourage "trial" use of alternative modes of transportation. Provide on-going public relations to garner media attention of TRP and rideshare program activities and advertising.
3. Expand the third party vanpool program. The emphasis will be to encourage formation of new vanpools through employer promotions, subsidies by employers and group meetings at the worksite. The goal for 1994-95 will be to have up to 90 vanpools operating at the end of the year, up from 54 (estimated to be operating by July 1, 1994).
4. Provide a matching service to commuters and off-site computer users, which includes about five off-site users including the Capitol Rideshare Program. Maintain an update process to ensure the quality control of the lists.
5. Continue to enhance the geo-based mapping system. This system will be used to assist some employer-clients in analyzing their transportation options for their employees, as well as provide data for bus, bike, TMA groups and alternate mode planning.
6. Coordinate with other agencies or organizations on measures that may impact the potential for ridesharing including HOV priority treatment, transit, parking or zoning issues, and new development.
7. Continue to expand the outreach of the rideshare program to the development community, building management associations, large multi-tenant buildings and clusters of small businesses.
8. Provide additional promotional and informational materials for employers and the general public regarding different commute alternatives.
9. Provide input for the integration of MAG plans. This integration will include such issues as air quality, high occupancy vehicle lanes and facilities, traffic management and travel demand management strategies.
10. Implement a telecommuting demonstration program that will include enhanced training and support to employers involved in the Trip Reduction Program and a shared office trading pilot project.

BUDGET

Salaries	\$177,575
Advertising	\$170,000
Consultants	\$ 31,000
Rent	<u>\$ 15,425</u>
TOTAL	\$394,000